

ORDER



KLAS

Orders
 Order / Rev: 36851
 Alt Order #: 08833206
 Product Desc: CROSSROADS GPS
 Estimate: 780
 Flight Dates: 10/30/12 - 11/05/12
 Original Date / Rev: 08/01/12 / 10/05/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: Cross Roads Media
 Buying Contact:
 Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Crossroads GPS
 Demographic: A35+
 Product Codes: PO4
 Priority: LV2
 Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	79	\$126,650.00	\$107,652.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	79	\$126,650.00	\$107,652.50	0.00
Totals	79	\$126,650.00	\$107,652.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	40%	\$126,650.00
Market	100%	\$316,625.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,156.25
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,831.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/02/12	137-237a M-F Elec Plyg@M Electric Playground		137-207a (1:37 XM-2:37 XM)	-TWTF--	:30	4	\$100.00	LV2	0.00	NM	4	\$400.00
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-TWTF--	4	\$100.00	0.00								
E 2	8	11/05/12	11/05/12	137-237a M-F Elec Plyg@M Electric Playground		137-207a (1:37 XM-2:37 XM)	M-----	:30	1	\$100.00	LV2	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	11/05/12	11/05/12	8 News Now 5-630p M-F	CM	5-630p	M-----	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00
8 News Now 5-630p M-F															
8 NEWS NOW @ 5P & 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
E 15	8	10/30/12	11/02/12	Price Is Right	CM	10-11a	-TWTF--	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$3,500.00		0.00			
E 16	8	10/30/12	11/02/12	8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	4	\$1,300.00	LV2	0.00	NM	4	\$5,200.00
8 News Now 4p M-F															
8 NEWS NOW @ 4P & 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,300.00		0.00			
E 17	8	11/05/12	11/05/12	8 News Now 4p M-F	CM	4-5p	M-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
8 News Now 4p M-F															
8 NEWS NOW @ 4P & 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
E 18	8	10/30/12	11/02/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
8 News Now 6a M-F															
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,200.00		0.00			
E 19	8	11/05/12	11/05/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 News Now 6a M-F															
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 20	8	10/30/12	11/02/12	Letterman	CM	1135p-1237a	-TWTF--	:30	4	\$850.00	LV2	0.00	NM	4	\$3,400.00
Letterman															
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$850.00		0.00			
E 21	8	11/05/12	11/05/12	Letterman	CM	1135p-1237a	M-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
Letterman															
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00			
E 22	8	11/03/12	11/03/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
CBS Early Show - Sat.															
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$550.00		0.00			
E 23	8	10/30/12	11/02/12	CBS This Morning 7-9a	CM	7-9a	-TWTF--	:30	4	\$1,000.00	LV1	0.00	NM	4	\$4,000.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,000.00		0.00			
E 24	8	11/05/12	11/05/12	CBS This Morning 7-9a	CM	7-9a	M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 25	8	10/30/12	11/02/12	Ellen	CM	3-4p	-TWTF--	:30	4	\$1,000.00	LV2	0.00	NM	4	\$4,000.00
Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,000.00		0.00			
E 26	8	11/05/12	11/05/12		CM	3-4p	M-----	:30	1	\$1,000.00	LV2	0.00	NM	1	\$1,000.00

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E 37	8	10/30/12	11/02/12	The Talk 2-3P The Talk	CM	2-3p -TWTF--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$900.00		0.00			
E 38	8	11/04/12	11/04/12	Su 1205-105a House Cold Squad	CM	1205-105a -----S (12:05 XM-1:05 XM)	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
CBS CRIMETIME/SPORTS SPECTACULAR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$150.00		0.00			
N 39	8	10/30/12	10/31/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a -TW----	:30	2	\$200.00	LV1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TW----				2	\$200.00		0.00			
												Totals	79	\$126,650.00